Eric P. Martin

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E15 Group – Chicago, IL

Director of Data Analytics and Business Strategy at Wrigley Field (2021-Present)

Manager of Partner Strategy and Data Analytics for Compass Group and Levy Restaurants (2018-2020)

- Lead the data analytics and management consulting initiatives for food, beverage, and retail operations at Wrigley Field. Includes project management and cross-functional responsibilities across operations, finance, HR, and IT.
- Provide critical insights using R, Tableau, and SQL to understand fan behaviors, forecast transactions, and answer strategic business questions to grow revenue and increase fan engagement.
- Prepare and present monthly governance reviews to executive stakeholders. Provide actionable insights to assist strategic decisions, improve inefficiencies, and grow revenue.
- Own the process to set prices for over 700 concessions items applying price elasticity, market research, fan surveys, and margin objectives for Wrigley Field and the Cubs' Arizona spring training facility.
- Set the annual revenue budgets for eight separate business units using statistical forecasting and machine learning.
- Led operational, technical, strategic support, and project management for the first cashless and mobile ordering season at Wrigley Field while dealing with operational constraints during the COVID-19 pandemic.

Abbott Laboratories – Abbott Park, IL

Director, Corporate Licensing & Acquisitions (2010-2016)

- Identified and negotiated corporate acquisitions and external investments for Abbott's nutrition division including several initiatives with $100 million in projected incremental aggregate revenue growth.
- Developed global consumer market assessments and multi-scenario valuation models.
- Developed and executed investment strategies for Abbott's venture capital division. Created valuation models and led negotiations to acquire or license strategic assets, including the multimillion dollar acquisition of a competitor's patent portfolio.
- Led large global due diligence teams across 13 functional groups and 7 corporate divisions. Directed a 95-person cross-functional team in the negotiation and creation of a Middle East joint venture. Introduced a novel revenue recognition strategy to ensure compliance with government regulations.
- Received Abbott's Chairman's Award: Company's highest annual recognition awarded to the top 0.03% of employees. Led an 80-person international team in the acquisition of a Vietnamese distributor.

Senior Counsel, Intellectual Property Litigation (2006-2010)

- Responsible for all patent litigation involving Humira, Abbott's largest selling pharmaceutical product.
- Negotiated and drafted multimillion-dollar licenses and settlements for all Abbott divisions.
- Received the Abbott President's Award four times for outstanding contributions to the division's success.

EDUCATION

Northwestern University, Evanston, IL   Master of Science, Predictive Analytics / Data Science

- 4.0 GPA. Nominee for Northwestern University Distinguished Thesis Award.
- Research paper finalist and presenter at 2019 MIT Sloan Sports Analytics Conference. One of 8 finalists from 180+ submissions to present data analytics research at the conference. Developed an advanced machine learning algorithm employing clustering and regression techniques to predict MLB pitcher performance based on the interaction of velocity and movement among pitch types.

Northwestern University, Kellogg School of Management, Evanston, IL   Master of Business Administration

- Dean's List. Double-Majors in Finance and Management & Strategy

University of Notre Dame Law School, Notre Dame, IN   Juris Doctorate

University of Wisconsin, Madison, WI   Bachelor of Science, Molecular Biology